



www.thetownsinn.com

Internship Description:

As an assistant to the owner/ manager of the historic Town's Inn (circa 1840), you will be involved in all aspects of the hospitality industry: lodging (7 guest rooms), dining (a country cafe open 6 a.m. - 10 p.m. daily), shopping (a little country store), & educational/ recreational activities (American Health 8: Heritage Academy: AHHA).

I use QuickBooks for accounting & payroll & RezOvation for inn-keeping. You can decide on your goals, but one of my goals is to increase revenue during the January - March low season through better marketing & special packages/ events.

Internship Emphasis:

- Hospitality

Skills Emphasis:

- Project Management
- Problem Solving
- Business Basics

Internship Type:

- Class Credit
- Paid \$10 an hour

1. Introduction

a. Background Information

- i. **History:** For the past twelve years, income at the Inn has been at maximum levels during the high season (June, July, and August) but has dropped 80% during the low season (January, February, and March). Tax revenue to the Town, County, & State consequently drop 80%. Numerous trained employees who work at the Inn during the high season are laid off during the low season and are forced to collect unemployment compensation, find another job, or otherwise figure out how to effectively use their time of unemployment. Sadly, 80% of the expenses (insurance, utilities, loan payments, auto expenses, maintenance/ repairs/ improvements, etc.) continue whether the Inn has no guests or has the maximum number of guests that can be accommodated.
- ii. **Problem:** The Town is not a vibrant destination year-round. Summer visitors tell me that they do not come back to Harpers Ferry during the winter because "everything is closed." Business owners tell me that they are forced to close because "No visitors are in Town and we cannot afford to stay open."
- iii. **Solution (Theory):** Offer packages and events/ activities/ festivals (perhaps in conjunction with Charles Town, Ranson, and/or Shepherdstown) in January, February, and/or March that will appeal to residents of the surrounding urban and suburban areas, which include Washington, DC, Baltimore, Northern Virginia, Southern Maryland, and more. The success of the Olde Tyme Christmas celebration indicates that guests will come to the Inn if the Town offers festivals and special events. The Inn is consistently operating at capacity during the Olde Tyme Christmas Festival, which has been offered the first two weekends of December for the past 49 years.

b. Goal:

- i. Design, develop, implement, and evaluate an intensive marketing program from September through December that will increase revenue during the January through March period

2. Possible strategy:

- a. Collaborate with the NPS, ATC, CVB, state, county, & local governments, local businesses, & other organizations, Shepherd University, & other private and non-profit individuals & organizations to design, develop, implement, & evaluate "winter getaway" packages, activities, festivals, & events featuring art, music, drama, dance, etc. focused on themes (perhaps American history in January, black history in February, health & fitness in March, etc.)
 - i. Directly contact Embassies, Language & Other Schools, etc. in DC & other nearby areas
 - ii. Directly contact commuters & other Jefferson County residents
 - iii. Utilize social media